

BUSINESS METHOD FOR E-COMMERCE THROUGH  
CUSTOMIZED ACTIVITY-BASED ADVERTISING

ABSTRACT OF THE DISCLOSURE

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A method, system and computer program product for determining appropriate advertisements or other content to be delivered to a consumer's computer based upon detection of a local physical event, such as the consumer's current or previous activity or location in a given local environment. A local event detection system in  
10 communication with the consumer's computer is used to detect changes in one or more physical parameter representative of an event associated within a given environment, such as detected motion, position, voltage and the like. An advertisement is selected from a database in accordance with a predetermined association with the event detected and, optionally, one or more aspect of a consumer  
15 profile. The advertisement is then delivered to a communicating device associated with the given local environment, such as the consumer's computer.